Walk-Over

$3.50

$4.00

SPRING

1903

Shoes and Shoemaking

IN
WHICH
ARE
BRIEFLY
SET
FORTH
SOME
FACTS
AND
FIGURES
ABOUT

Walk-Over

SHOES

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Geo. E. Keith Company,

Makers of Satisfactory Shoes

Campello, Mass.

To the Point

Most men have heads—and feet.

Some men lose their heads.

Others may have been unfortunate enough to lose their feet.

We have nothing to say to the former.

We are sorry that we cannot serve the latter.

Our business is with the men who have good heads and who like to have good feet.

A pretty good way to find out if a man has a good head, is to look at his feet.

If he wears WALK-OVERS you may be sure THAT man has a good head, and an excellent understanding.

To get ahead in the world wear WALK-OVER shoes.

Foreword

THIS is not a Catalogue, but rather a Style Book, showing the most popular of the many WALK-OVER shapes.

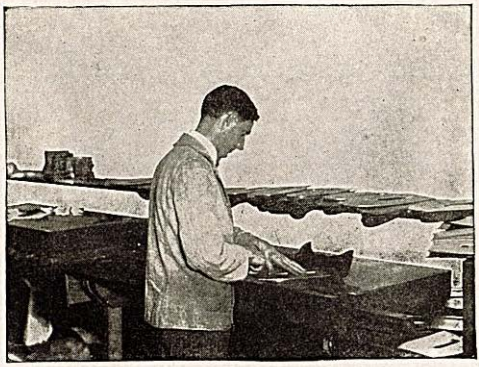
Our representatives can supply you with these shapes in leathers and sizes to meet your requirements.

In connection with these styles are shown a few pictures suggestive of the shoe making process, which enable you to get a better idea of what a marvel of genius a WALK-OVER shoe really is.

We most cordially invite you to visit our representatives and inspect the shoes carefully, even though you do not intend to buy.

Geo. E. Keith Company

The First Thing



WE may call the Cutting Room the Cradle of the shoe. After the upper leather has been selected in the markets by experts and delivered at our factories, the skins are again inspected and sorted and then filed away in large racks for use as needed.

No less than Two Hundred men are constantly employed here in cutting upper leather. Every man must be skilled not only in handling the keen and delicate bladed knives and following closely the lines of the patterns, but also in selecting just the right weight and quality stock for the different sections of the shoe.

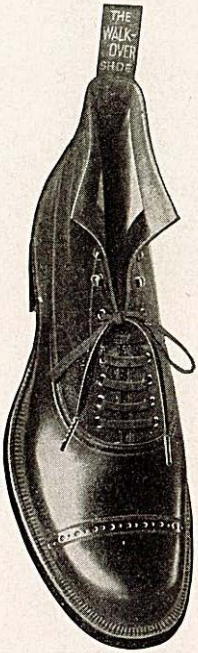
It takes years of practice to become a good shoe cutter, and many men in these departments have given the best years of life to cutting shoes for this Company.

There are from twenty-four to thirty-two pieces in every pair of WALK-OVER uppers and each piece is chosen with great care for its own special purpose.

Some idea of the magnitude of the work done may be had when we state that the skins of over 726,000 animals were required in making shoes in the Geo. E. Keith Company factories in twelve months.

The "Pennsy"

Walk-Over



This is a "Pennsy" Bal.

The "Pennsy" is a most popular shape among WALK-OVER wearers. It is just as easy on the foot as it looks to be on paper. Nothing better anywhere. All leathers for all weathers.

Good feet are good friends

The Stitch in Time

THE Stitching rooms are by far the most interesting of a shoe plant. Here the different parts of leather are received from the cutters, all nicely sorted and matched, and under the almost magical handling of the operatives, are quickly fashioned into the required styles.

Both men and women are employed in shoe stitching, four hundred and thirty three persons being engaged in this branch of the WALK-OVER shoe industry.

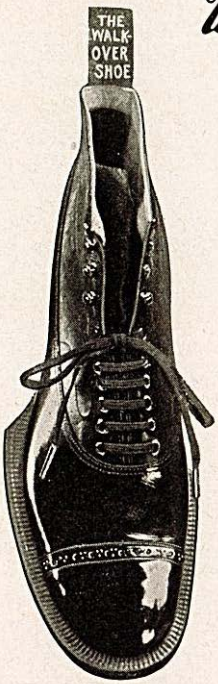
Button, Lace and Blucher shoes, Oxfords, High Storm Boots and numerous other styles are turned out here in endless profusion, necessitating the use of great quantities of material almost passing belief. For the shoes made and shipped by us last year there were required 47 million Eyelets, 31 million Hooks; and 33 thousand miles of Thread (in the "upper" stitching exclusively) or sufficient to reach about one and a quarter times around the world.

Sixty-four different kinds of machines assist in the fashioning of these styles in the stitching rooms alone and nearly every pair of WALK-OVER uppers passes through fifty-two distinct operations before being sent to the room where the soles are put on.

With our capacity of ten thousand pairs a day we are able to turn out 2,500 shoes for every working hour of the day or about 37 per minute or about one in every two seconds

The "Duke"

Walk-Over



This is a "Duke" Bal.

The "Duke" WALK-OVER is a royal style for hard-to-fit people. Very swell and dressy and in great demand among College men. Bals and Oxfords in various leathers.

Crowded toes—many woes

Bottom Facts

WALK-OVER soles are cut from the best hides obtainable in the markets of the world. The makers realize that even though the rest of a shoe is excellent it is condemned as being a bad bargain (no matter what the price paid for it) if the sole is poor.

With this in mind, the Geo. E. Keith Company has secured exclusive control of a special process for treating sole leather by which the wearing and flexible properties are greatly increased and consequently the life of the shoe lengthened. We unhesitatingly affirm that no shoe of the WALK-OVER quality and price is made with a sole that will wear longer, keep the feet drier or give better all 'round satisfaction.

While it is not broadly claimed for all our styles that they are strictly "waterproof", it is nevertheless true that so great care is exercised in choosing and treating the leather and putting the shoes together, that WALK-OVERS have come to be recognized everywhere as practically weatherproof footwear.

The real merit of WALK-OVERS lies in their uniform excellence throughout, and the motto of the Company, "VERITAS VINCET"—Truth Conquers—(which is also the coat-of-arms motto of the KEITH family) finds expression in every pair of shoes we put on the market.

The "Prince"

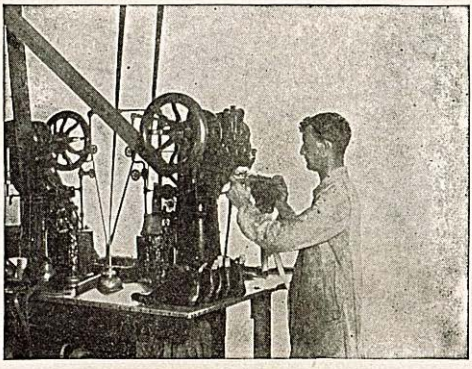
Walk-Over

This is a "Prince" Button

The "Prince" WALK-OVER is a style that wins and keeps friends. A nearly straight last, it has an individuality all its own. In a number of leathers and weights.

Find your fit—and stick to it

Getting Together



THUS far we have had to do with making the upper part of the shoe. A word has also been said in the page preceding this about the soles.

After leaving the Stitching rooms the uppers are automatically sent to the "Gang" rooms which really are the assembling departments of a shoe plant. Here the uppers meet the soles and heels and the actual making of the shoe is completed by the joining together of the tops and bottoms requiring thirty-seven distinct and interesting operations.

The famous Goodyear welt (hand process) is introduced into the making of all WALK-OVER shoes, thus assuring to the wearer the highest degree of comfort and satisfaction.

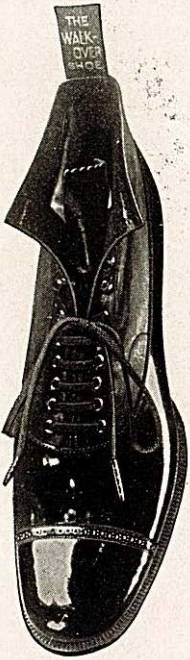
Every one of the twenty-three different kinds of machines in this department so perfectly perform the difficult tasks assigned them that they seem endowed with more than human sagacity.

If all the 106 individual parts of a pair of WALK-OVER shoes were of the finest quality that money could buy and then were put together in a bungling fashion by inexperienced hands, the shoes would be really worthless.

BUT, seven hundred of the best skilled workmen find employment in the "Gang" rooms of the Geo. E. Keith Company factories.

The "Manhattan"

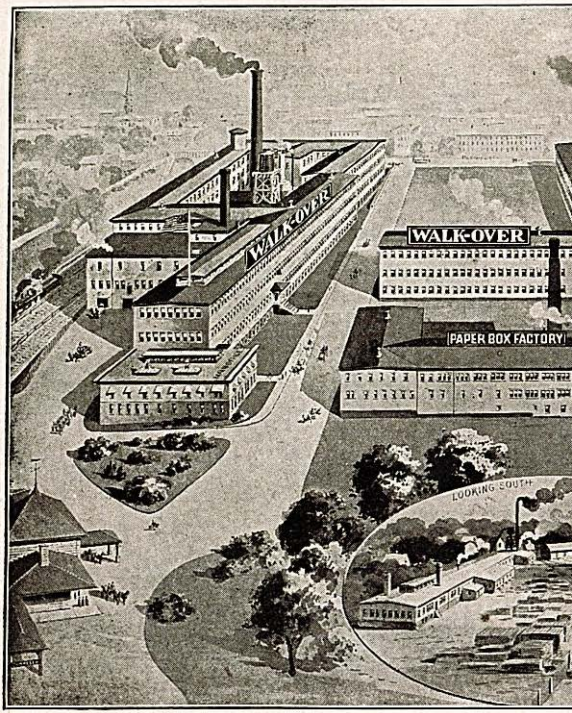
Walk-Over



This is a "Manhattan" Bal.

The "Manhattan" is one of the older WALK-OVER favorites. Designed expressly for straight and slender feet and never fails to satisfy. Either Bals or Oxfords. Several leathers.

Your extremities—our opportunity



THE HOME OF THE
CAMPELLO, BROCKT
TWENTY-ONE MILE

This plant covers a floor area of five and one half acres and inclu
two private Freight houses, an Electric light and power station, a comp
This is conceded to be the largest fine shoe plant in the world.

The "Odshape"

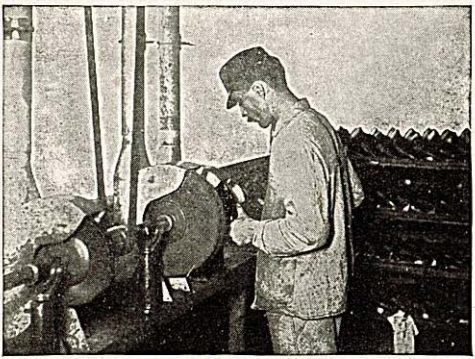
Walk-Over

This is an "Odshape" Oxford.

The "Odshape" is a WALK-OVER freak style and speaks for itself. Easy and nobby whether made as Bal. or Oxford. A most comfortable home for the foot in any leather.

Wear a smile—and Walk-Overs

A Brilliant Finish



AFTER the shoes are completed so far as the actual making process is concerned, they are sent forward to the Finishing Department. This department is to a shoe what a Barber shop is to a man—a "cleaning up" place.

The soles and heels are scoured and polished by sand paper and brushes of the finest texture, revolved at high speed, imparting that rich and lasting lustre so characteristic of all WALK-OVER shoes. All disfiguring marks received in handling as the shoe has come through the works are carefully removed and each shoe inspected critically for scratches and injuries of every sort, the imperfect ones being put aside to be sold as "seconds" or damaged goods.

It is the aim of the makers to allow none but perfect WALK-OVERS to be put on the market, and this of course necessitates the most careful attention to detail in the finish as well as in the making. To the credit of WALK-OVER workmen be it said that the percentage of damaged shoes is very small.

For the finishing of WALK-OVER shoes there are required the services of one hundred and twenty men—rather a good sized Barber Shop force.

The "finishing" of a shoe does not mean that the shoe is now ready for the wearer as will be seen by reference to the following pages.

The "York"

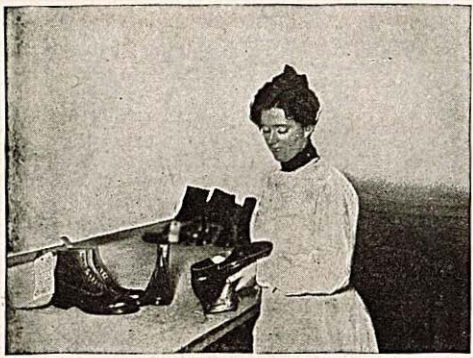
Walk-Over

This is a "York" Blucher Oxford

The "York" last, introduced as a WALK-OVER shape one year ago is a growing favorite. The above cut gives an idea of its style. It is not a freak, nor a "Duke" but a happy combination and very easy.

Don't get nervous. Get Walk-Overs

The Last Touch



JUST as a man needs to have his coat and collar brushed after he is all dressed and barbered in order to be ready for the street or social call, so a WALK-OVER shoe after being completed and polished needs the extra touch of a practised hand to make it just right for a customer's foot.

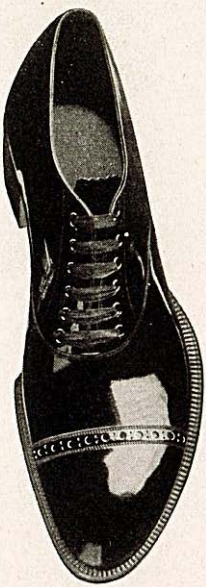
The "Dressing" rooms in this shoe plant are the departments in which every shoe is literally handled with gloves by women who watch for every stain that may have escaped the attention of the inspector, and deftly rub the already brilliant shoe until it shines resplendant. Here the shoes are also supplied with laces of which a quantity sufficient to reach more than Three Thousand miles was used last year in this plant alone.

In this department also are removed the paper wrappers which have covered and protected the "straps" during the progress of the shoes through the works from the stitching to the dressing rooms.

After the laces have been supplied and the last lingering look of care given the shoes, they are wrapped in cotton or tissue paper and deposited by pairs in paper boxes made to fit them. The boxes are then labeled with the WALK-OVER trade mark and the style and size, and are delivered to the packers who prepare them for shipment.

The "Spud"

Walk-Over



This is a "Spud" Oxford

The "Spud" is something new in WALK-OVER styles. Notice the straight inside and the shapely swing of the outside edge. Up-to-the-minute and bound to be a winner. Bals or Oxfords—Leathers to suit.

No breaking in—No breaking out

The Usual Case

SHIPMENTS of WALK-OVERS to our representatives are made in wooden cases of our own manufacture containing from six to twenty-four single pair paper boxes in which are the shoes, wrapped as described.

After the shoes are packed securely they go forward to our private freight houses from whence they are shipped to their destinations.

If packed in twenty-four pair cases and the cases piled one on top of another, the shoes that were shipped from this plant last year would make a monument EIGHTEEN MILES HIGH. Just look up into the air and imagine how high that would be, and also ponder the fact that these cases contained shoes enough to supply every inhabitant of Maine, New Hampshire, Vermont and Rhode Island with one pair each, with a sufficient number left over to shoe once around every individual in our City of Brockton, Mass. which has a population of about 45,000.

Again:—If these shoes were placed heel to toe in one line they would reach a distance of over 617 miles or nearly from Boston to Buffalo.

Every pair we shipped was actually SOLD by us before shipped to dealers who said they "must have them" to meet the demands of the public. What better argument than this for the merit of anything?

The "Strand"

Walk-Over

This is a "Strand" Oxford

The "Strand" also is a new design in WALK-OVERS It embraces the latest fine points of the Shoemakers' craft and is attractively made in a variety of leathers in either Bal. or Oxford styles.

What do your shoes think of you?

Out in the World

LAST year shipments were made from our freight houses in Campello to every state and territory in the Union and also to forty-two foreign countries.

Because of this our principal product has come to be known and referred to as the "International" WALK-OVER shoe. Wherever a traveler may go in the civilized world there he will find shoes made by the Geo. E. Keith Company.

These were the first American made shoes to invade Germany, and the first to be sold in exclusive stores in England.

The total value of shipments made from our freight houses last year was $5,000,000 or more than one quarter of the whole production of Brockton, Mass., the largest shoe city of the world.

Twenty-eight years ago Mr. Geo. E. Keith the President of this Company began life as a shoe manufacturer in a small way, cutting the shoes himself and having them made up by workmen in their homes after which he sold them in the market. From such an humble beginning the business has grown steadily until to-day the plant of the Geo. E. Keith Company is recognized as being the largest plant in the world making fine shoes for Men, Women, Boys and Youths.

At the Helm

THE greater the industry the more important the need of wise guidance and untiring energy in the conduct of its affairs.

In WALK-OVER shoe manufacturing three things are absolutely necessary to make the business successful, viz.: brains, leather and money.

BRAINS,—about one hundred of the clearest and cleverest to be had,—to originate and execute the many plans that make possible the shipment of two Million pairs of shoes annually.

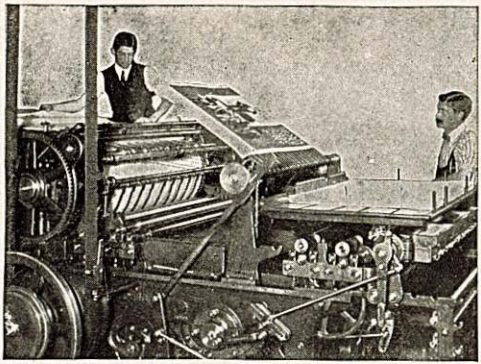
LEATHER,—the best obtainable,—from which to make shoes that shall make and hold friends, as WALK-OVERS do.

MONEY,—lots of it,—with which to keep the wheels running and provide for the many expenses including the wage pay roll of $5,000 per day.

We aim to make it worth while for you to wear WALK-OVER shoes. If you have worn them we count you our friend: if you have not worn them and are having trouble, permit us in closing to quote for you the testimony of thousands the world over:

"WHEN WALK-OVERS GO ON
TROUBLE GOES OFF."

Getting its Name up



THE GEO. E. Keith Company makes the WALK-OVER shoe and it aiso makes the public aware of that fact by sending out advertising material of various kinds during the year—for instance, this little booklet.

The Advertising and Printing Departments are located in Factory No. 1 of the WALK-OVER plant, which is within a stone's toss of the Campello railroad station. The Advertising department studies the needs and changing tastes of the public, keeps in touch with the many shoe dealers in all parts of the world and tells the truth about WALK-OVER shoes. It also originates ideas, and plans effective campaigns along wholly legitimate lines for making the merits of WALK-OVERS better known.

A glimpse into the Printing Department (which is, by the way, the only large printing plant owned and operated by any shoe manufacturing concern in the world) reveals a model Print shop containing large cylinder and job presses, cutting, folding and binding machines of latest pattern, complete and extensive cases of the best modern type and in fact everything necessary to the equipment of a thoroughly up-to-date printery.

Catalogues in English, German, French and Spanish are printed in large editions and the demand for WALK-OVER literature is constantly on the increase.

WALK-OVER

AFTER WORD

THE SHOES SHOWN HEREIN ARE CHOSEN SIMPLY TO GIVE YOU AN IDEA OF WALK-OVER SHAPES. OUR REPRESENTATIVES CAN FIT YOU PERFECTLY FROM THEIR STOCK AND HAVE MANY STYLES FOR YOUR INSPECTION

Walk-Over

DUVAL BROS.,

Tallahassee, Fla.